LEO BURNETT U.S.A.

Ad No. 128—(YOUR BASIC 100'S)—Req. No. 19638—Page—4-color—98 x 12 inches—Supplement—1978 (A)

Printed in U.S.A.

Your Basic 100's.

Only 9mg tar.

New 9 mg Basic 100's. Double-Aged Tobacco gives you more flavor with less tar.

All tobacco is aged. But with the Basic blend, selected leaves are aged again. Through a special process called Double-Aging, the leaves are allowed to enrich themselves until they're actually too full-flavored for today's smoker.

Your Basic news lady
"Low tar. Great taste.
Stay tuned for details."

But it's important to start with all that flavor. Why? So when you take out tar—take it all the way down to 9 mg—you'll still have plenty of flavor left.

That's the Basic idea. Double-Aged Tobacco. With only 9 mg tar.

Get down to Basics.

Double-Aged Tobacco. Only 9 mg tar.
Also Available in King Size.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 6 mg "tar," 0.6 mg nicotine—100's: 9 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

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